



Missouri Travel Barometer
April 2015 Report
(Data available as of 05/11/15)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

April Report Highlights

Lodging Statistics: 2015 Calendar Year to Date through March

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy and Demand while other states are showing stronger growth in ADR and RevPAR.

Missouri Lodging:

Demand up 4.8% -- Occupancy up 4.1% -- ADR up 4.6% -- RevPAR up 8.8%

SIC Tourism business sales and tax collections: 2015 Calendar Year to Date through February

- For FY14, a 4.9% (\$539.3 million) sales revenue increase is indicated by preliminary tourism 17 SIC codes reports
- In CY14, a 5.2% increase (\$587.0 million) is indicated from preliminary reports on 17 SICs for Jan-Dec
- For CYTD15, a 7.9% (\$128.6 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-Feb

Website Visits: 2015 Calendar Year to Date through April

- Total web visits (main site and mobile visits) were up 44.7% for April CYTD compared to the same period in 2014
- Total web visits (main site and mobile visits) were up 65.4% for April 2015 compared to April 2014

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2015 Calendar Year to Date through April

- 60,190 responses for 2015 YTD – an increase of 92.1%
- For the month of April compared to last April, there was a 151% increase (the bulk of this growth was RSL responses)

Welcome Center visits: 2015 Calendar Year to date through April

- For CY 2015 the centers are down 16.5% for April CYTD compared to the same period in 2014
- For the month of April only compared to last April, there was a 14.7% decrease

Commercial airport deplanements: 2015 Calendar Year to Date

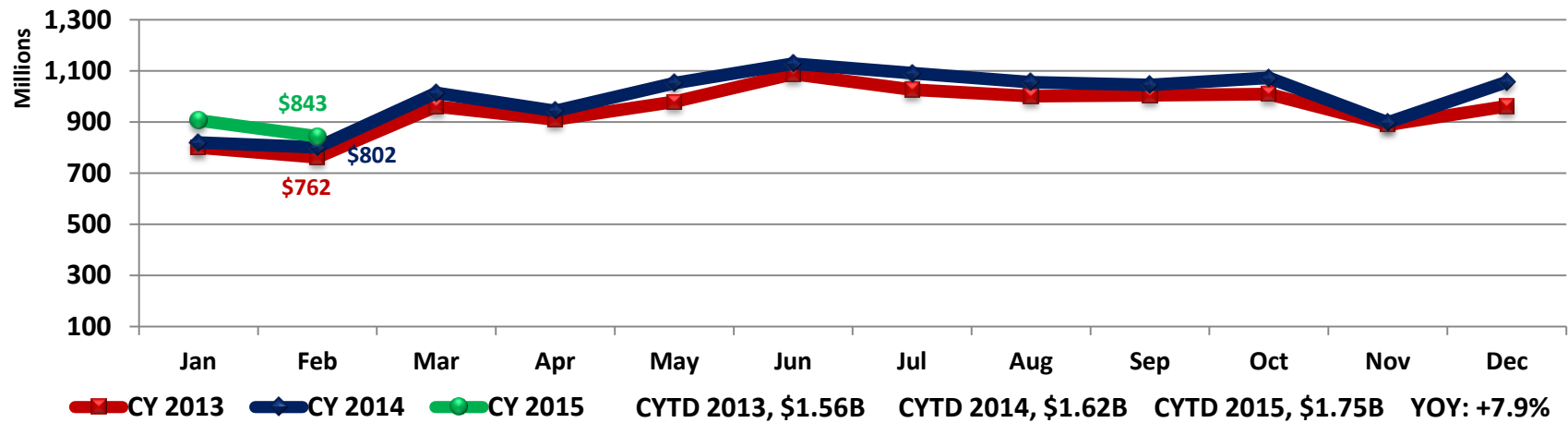
- KC up 4.5% for Jan-March 2015 CYTD
- St. Louis up 2.2% for Jan-Feb 2015
- Columbia up 39.2% for Jan-April 2015 CYTD
- Springfield up 0.9% for Jan-March 2015 CYTD

nSight-Searches and Bookings on third-party travel websites

- Conversion for travel (Booking) to Missouri across third-party sites was up 51.2% YOY for April
- Bookings from Atlanta were up 45.2%, Chicago up 41.5%. Denver up 69.6%, Seattle up 38.2% by YOY comparisons for April
- Volume for third-party travel site searches for May 1 – June 29 shows 10.55 million searches for Missouri

Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, STR, Inc., and nSight

Sales Revenue from 17 Tourism SICs



Total Web Visits

